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## **SYSTEM AND METHOD FOR MANAGING THE DISPLAY OF UNSOLICITED INSTANT WEB ADVERTISEMENTS**

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### **ABSTRACT OF THE INVENTION**

An unsolicited instant ad manager manages the display of unsolicited instant web advertisements such as pop-up and pop-under ads. Unsolicited instant ads are moved to a secondary browser window, container, or file and aggregated. Transferred ads can be viewed by accessing a master instant ad window. The transferred ads maintain their original appearance and functionality. Otherwise, the ads may be presented in digest form or as a log. The user may view the advertisements by scrolling through a window displaying the ads. Additional information may be appended to the ad display. The user may be notified when an ad is trapped and moved. The unsolicited instant ad manager may activate hyperlinks in the ads to mimic interaction by the user. Desired actions performed by a web page utilizing the functionality of a pop-up window are allowed; advertisements are disallowed. Advertisements may be further filtered by criteria such as keyword.